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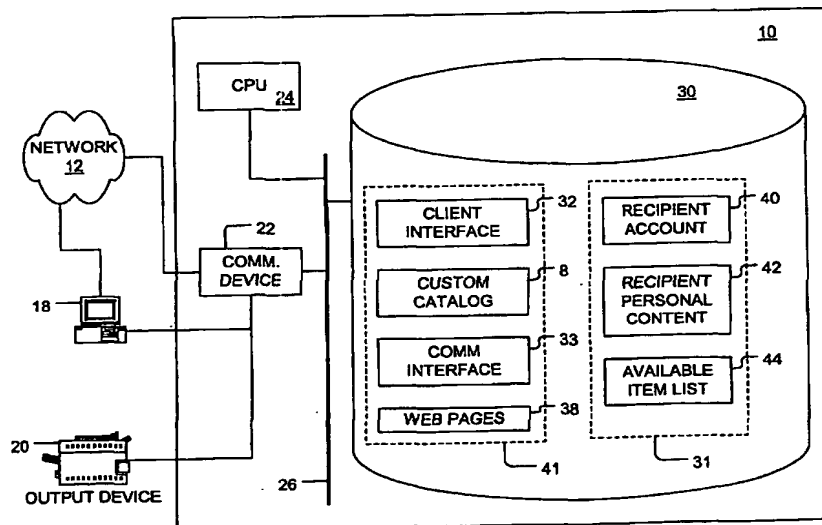
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(54) Title: ELECTRONIC COMMERCE SYSTEM INCLUDING CUSTOMIZED CATALOG HAVING ENCODED INFORMATION



(57) Abstract: An electronic commerce system and method are disclosed. The system includes a server (10) connected to a network (12), the server (10) having a processor (24) and storage (30), the storage (30) including a custom catalog (8) listing items using product identification (PID), the PID identifying both the recipient and the item. The custom catalog (8) can be printed and distributed to potential givers, be available on the server (10) for access via a network, or both. The gift givers can purchase the items via the network (12), telephonically, or in person.

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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER

IPC 7 G06F17/60

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC 7 G06F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

WPI Data, EPO-Internal

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 5 890 175 A (VAN LYDEGRAF ERIC ET AL) 30 March 1999 (1999-03-30) column 1, line 41 -column 6, line 51 ---	1-10
X	WO 01 77869 A (APPLE COMPUTER) 18 October 2001 (2001-10-18) page 2, line 4 -page 3, line 28 page 9, line 16 -page 10, line 27 ---	1-10
X	WO 00 62195 A (FISHER PATRICK WILLIAM EDWARD ;BRITISH TELECOMM (GB)) 19 October 2000 (2000-10-19) page 1, line 12 -page 19, line 2 ---	1-10
X	WO 00 62223 A (AMAZON COM INC) 19 October 2000 (2000-10-19) page 11, line 25 -page 16, line 20; figures 5-10 -----	1-10



Further documents are listed in the continuation of box C.



Patent family members are listed in annex.

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Date of the actual completion of the international search

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INTERNATIONAL SEARCH REPORT

Information on patent family members

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